

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of: )  
Ronald FORBES ) Conf. No.: 7115  
Serial No.:10/527,632 ) Group Art Unit: 3688  
Filed: October 6, 2005 )  
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For: **OPTIMISED MESSAGES CONTAINING BARCODE INFORMATION  
FOR MOBILE RECEIVING DEVICES**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**RESPONSE**

Sir:

In reply to the *final* Office Action dated June 9, 2009, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks begin on page 8 of this paper.